

FACULTY INFORMATION EXCHANGE SERIES 2019-20

Organized by Office of Research
<http://www.uoguelph.ca/research>

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IMPROVE LIFE.



Advantage Workshop

Communicating Impact

Tips for researchers who want to:

- Win more grants
- Create effective KMb plans
- Communicate their research impact
- Put their knowledge into action

**Dana McCauley and Elizabeth
Shantz, Research Innovation Office**

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Enable Impact

Develop Partnerships

Realize Benefit



Research Innovation Service Pillars

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Industry Liaison
Building partnerships
with industry

Knowledge Mobilization
Getting new solutions into
the hands of end users



Research Impact



Technology Transfer
Licensing technology for
new products to industry

New Venture Creation
Connecting and enabling
entrepreneurs



The Secret Ingredients

Required to communicate the value of your work

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Oversimplify your
Science

Classic Academic Communication

Logos

Appeal to logic and reason

Ethos

Appeal to credibility and trust

Background Information

Supporting Details

Results

STOP

Classic Academic
Communications

≠

High Impact
Communications

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Collaborative Communication

Pathos

Appeal to emotion and values

Ethos

Appeal to credibility and trust

Logos

Appeal to logic and reason

Why?

Shared Values &
the Bottom Line

So What?

Supporting Details

Background Information

Collaborative
Communications

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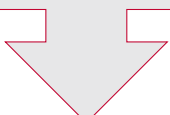
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Communications

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What is a value proposition?

A **VALUE PROPOSITION** is the **promised benefit to be delivered** and represents the **primary reason for your work**



Your value proposition is the core driver for doing your research and highlights why your idea should be funded instead of another project

Academic Value Proposition Definitions

For a Researcher	For a Project
<ul style="list-style-type: none">• A clear statement that explains how your work advances science and understanding in your area of expertise.• Helps other scholars, potential grad students, funding bodies and partners to pay attention and <u>care</u> about to your work	<ul style="list-style-type: none">• While a researcher's career will have an overarching value proposition, each project they tackle needs to demonstrate clearly<ul style="list-style-type: none">• why people should care about this work• what gains can be achieved by doing the project

KTE
knowledge brokering KM
knowledge translation and exchange KT
science-policy integration
knowledge translation K star
knowledge exchange
knowledge mobilization
KB KT/KB
knowledge transfer
KMb

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“A dynamic and iterative process that includes **synthesis, dissemination, exchange** and ethically-sound **application** of knowledge to improve the health of Canadians...” - CIHR

“The **reciprocal** and **complementary** flow and uptake of research knowledge between **researchers, knowledge brokers and knowledge users**... in such a way that may benefit users and create positive impacts within Canada and/or internationally...” - SSHRC

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“The definition of mobilization was taken in large part, from the French conceptualization – mobilization – making ready for service or action.”

Peter Levesque, Institute for Knowledge Mobilization

Knowledge Mobilization vs. Communications

Communications:
raise awareness and
attention

Knowledge
Mobilization: convert
awareness and
attention into activity

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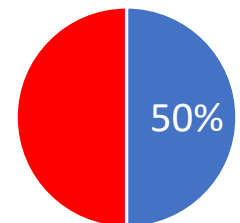
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Knowledge-to-Action Gap

- How many years for evidence to reach clinicians?
- How many years for evidence to reach the public?
- What percentage of Americans are receiving recommended care?



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(Bartlett & Gagnon, 2015; Graham et al., 2006)

How can we
bridge the
Knowledge-to-
Action gap?

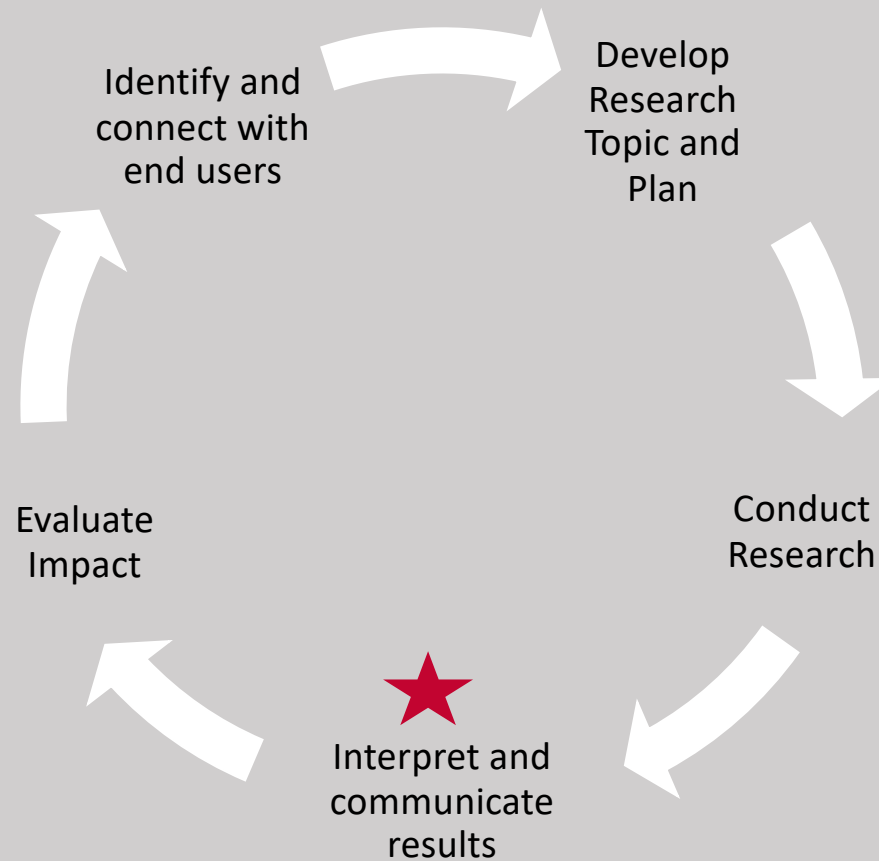
Research impact can be limited because research users:

Don't know...	Make your research open-access and easy to find
Don't understand...	Use plain language – be clear and concise
Don't care...	Make your research relevant
Don't have time...	Keep it short, targeted and include a summary

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End of Grant Knowledge Mobilization

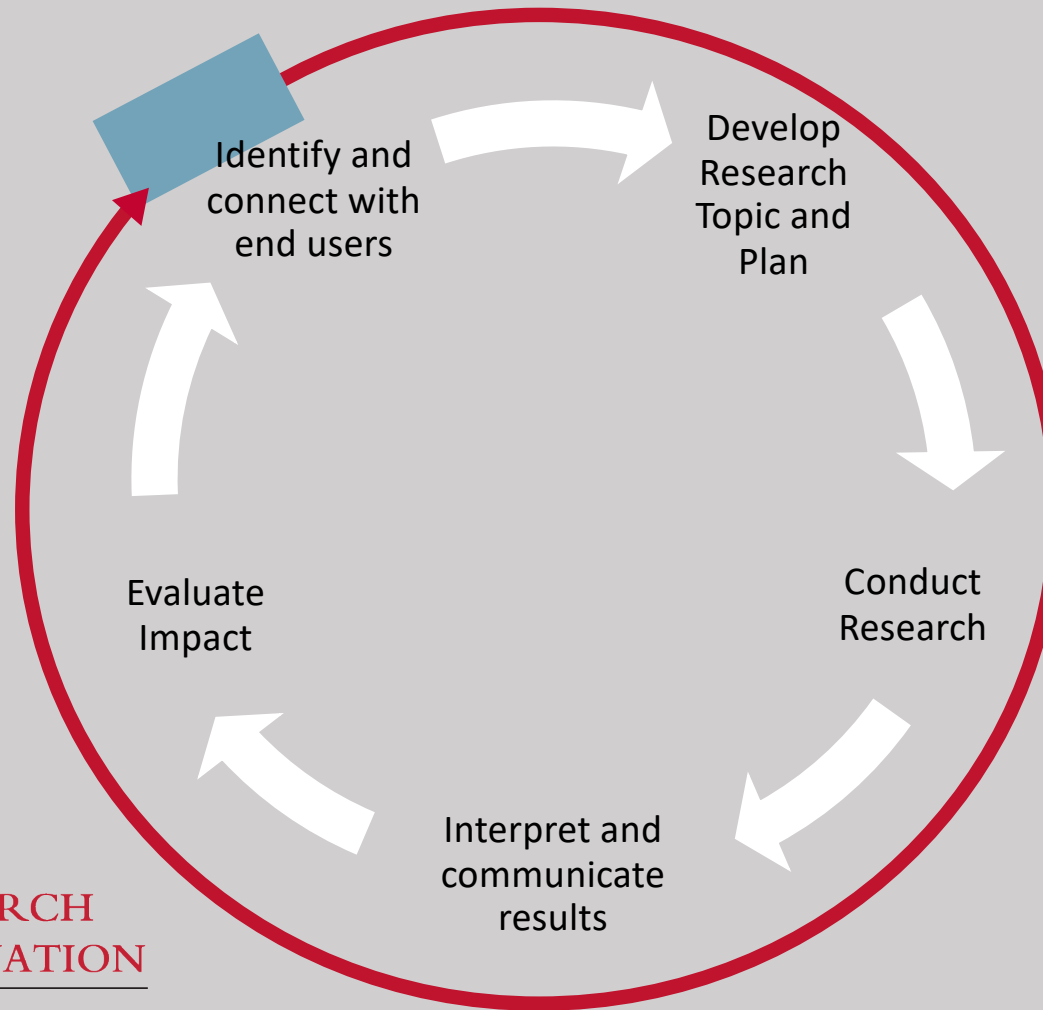


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Adapted from Shantz and Hitchman, 2010

Integrated Knowledge Mobilization



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Adapted from Shantz and Hitchman, 2010



WHO is your audience?



WHY do they care?



WHAT information will you share?



HOW will you share this information?



FOR WHAT effect? What is your desired impact?



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WHY do they care?



CHALLENGES



QUESTIONS



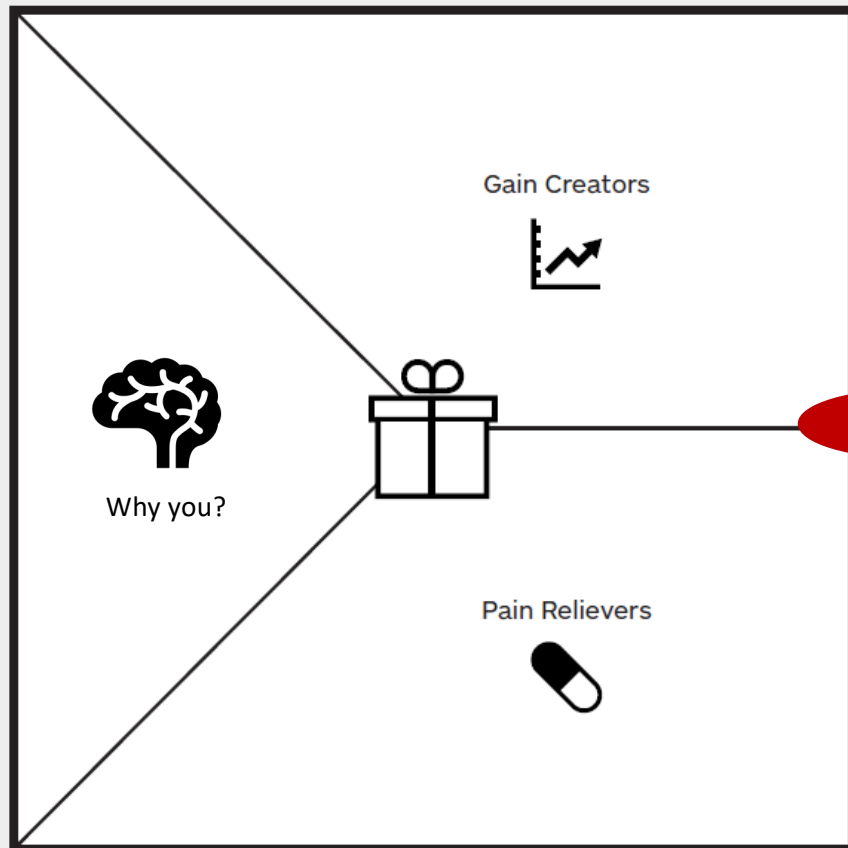
MANDATE



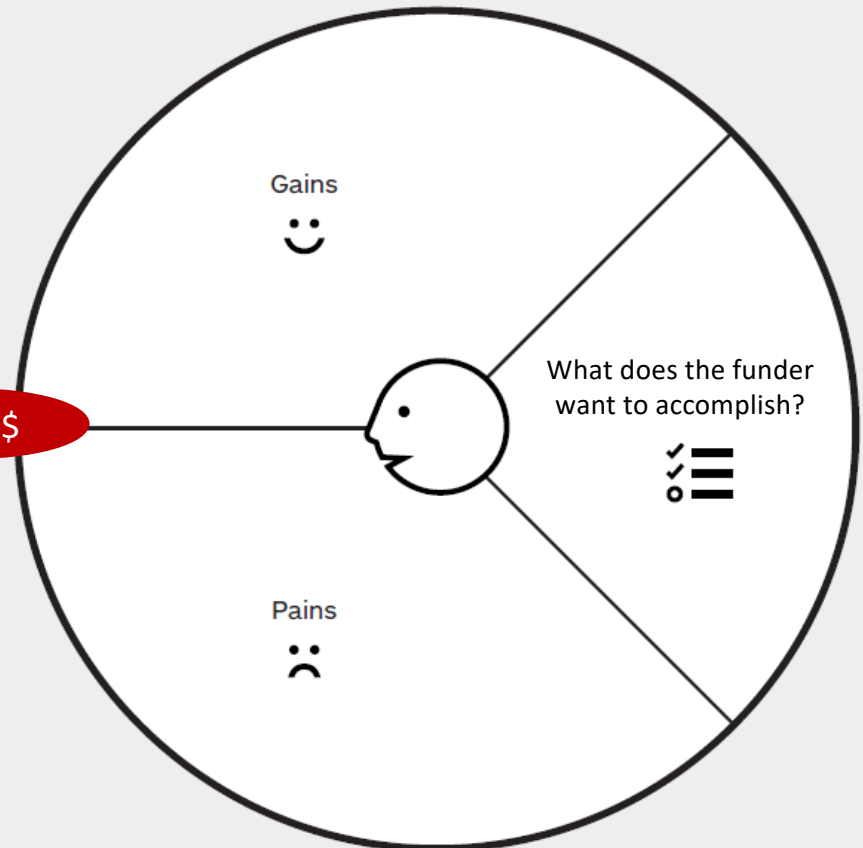
CONTEXT

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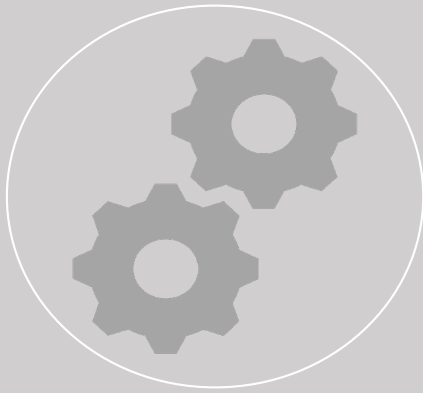
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Fit = \$



WHAT information will you share?



Consider:

- Essential Information
- Design
- Language

Language



What is plain language, anyway?

- Appropriate for the audience
- Simple, clear words and ideas
- Logical flow

The audience should be able to:

“Find what they need; understand what they find; and use what they find to meet their needs.”

- plainlanguage.gov

RULE 1: Avoid jargon

- Jargon: “unnecessarily complicated, technical language” (Source: plainlanguage.gov)
- What language does your audience use?
- How can you avoid, simplify or explain jargon?

Globe and Mail: Grade 10 reading level

Toronto Sun: Grade 8 reading level

John Grisham, Tom Clancy, Stephen King: Grade 7 reading level

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Public	Word	Scientist
Guess, hunch	Theory	Scientific understanding
Illicit tampering	Manipulation	Scientific data processing
Mistake	Error	Difference from true number
Improve	Enhance	Intensify
Spray can	Aerosol	Tiny atmospheric particle

RULE 2: Acronyms

Acronyms:

- Help with sentence and document length, **but** make thoughts difficult to follow
- Avoid where possible (even if you explain them)

Acronym	Word	Consider Using
N and P	Nitrogen and Phosphorous	Nutrients
NaHCO ₃	Sodium Bicarbonate	Salt
EPT	Ephemeroptera, Plecoptera and Trichoptera	Mayflies, stoneflies and caddisflies <i>or</i> insects

RULE 3: Short, simple words and phrases

Where can you reduce the complexity of your chosen words, or leave out excess words?

Utilize

Encounter

Investigate

Subsequently

Commence

Routinely

Adequate

Adverse

In order to

Prior to

In lieu of

Has the capacity to

At this point in time

A great number of

Due to the fact that

It would appear that

In the vicinity of

RULE 4: Focus on the Implications

Don't just share facts, figures and data. What does the data **mean**?

- In the context of existing knowledge
- For current practice and policy
- Related to existing regulations
- Economic, environmental or practical considerations

What format should you use?



- Where does your audience access information?
- Who is a credible messenger?
- When should information be shared?
- What capacity and resources do you need?

A few options...

Print

- Fact sheets
- Policy briefs
- Handbooks
- Reports
- Research summary
- Case study/Success story
- Database/Wiki
- FAQ

Media

- Video
- Podcast
- Media interview
- Magazine article
- Press release

Digital

- Website
- Apps and tools
- Webinar
- Social media
- Blogs
- Listserv

Personal Communications

- Meetings
- Workshops
- Presentations or conference
- Lunch & learns
- Phone calls
- Community meeting or town hall
- Field day
- Community of Practice
- “Champions”

The logo of the University of Guelph, featuring the text "UNIVERSITY of GUELPH" in a serif font, with "of" in a smaller, italicized font.

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FOR WHAT effect?

Common weaknesses in KMb grant applications:



Audience is unclear



Lack of meaningful end user involvement



End user interest not clear



Method not appropriate for the audience



Project not likely to lead to significant impact



No evaluation of impact

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Exercise: Formulating Value Propositions

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Value Propositions Aim to Improve Life

 U B E R	CONSUMERS HAVE	CONSUMERS FEEL
BEFORE	<ul style="list-style-type: none"> • A long walk or wait • Unpleasant taxi experiences • Unknown timing and cost 	<ul style="list-style-type: none"> • Irritated • Insecure • Frustrated by public transit
AFTER	<ul style="list-style-type: none"> • Access to rides when you want them • Clean cars and cordial drivers • Schedule 	<ul style="list-style-type: none"> • In control • Secure and appreciated • Confident about time and cost

Value Propositions Aim to Improve Life



Wireless Insulin Pumps

	PATIENTS HAVE	PATIENTS FEEL
BEFORE	<ul style="list-style-type: none"> • Inconsistent blood sugar • Need to carry testing kits, needles, vials • Scheduling issues • To leave meetings and gatherings to take medicine 	<ul style="list-style-type: none"> • Worried • Irritable due to mood and energy swings • Pressured to remember gear and to keep a schedule • Singled out
AFTER	<ul style="list-style-type: none"> • More consistent blood sugar levels • Mood and energy regulation • Less encumbered by having to carry supplies 	<ul style="list-style-type: none"> • Energized and more productive • Free • Like everyone else

Let's Practice!

Research Topic	HAVE	FEEL
BEFORE		
AFTER		

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Framing Value Propositions

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When writing a Value Proposition Statement

Address:

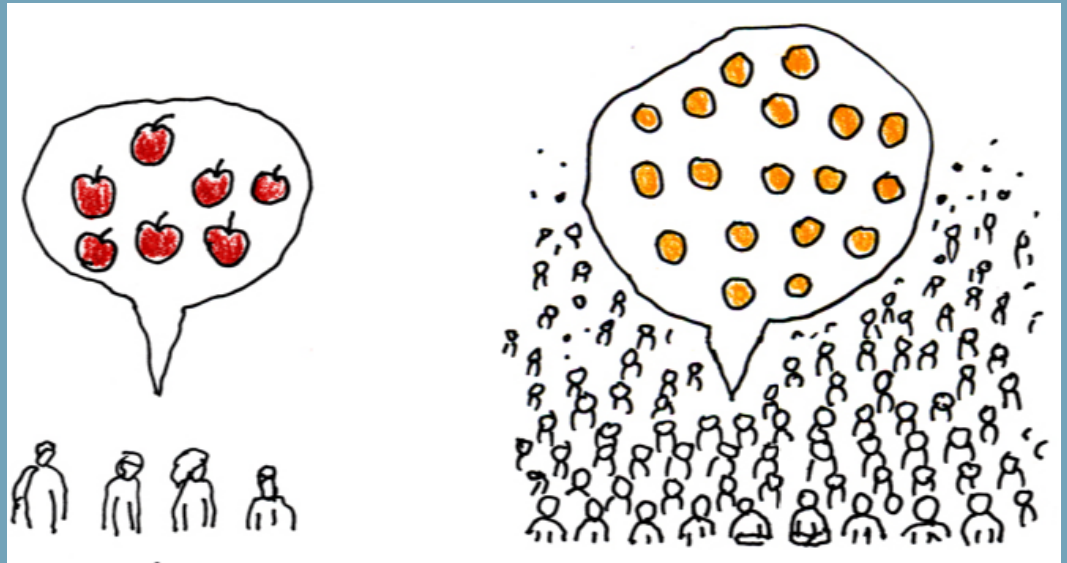
- Which group or community cares about this problem
- What service your research will or may deliver
- How will you deliver it (briefly)
- Why **you** are delivering it

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Research Value Proposition Evaluation Checklist

- ✓ Short
- ✓ Specific
- ✓ Makes the reader or listener want to know more



- ✓ Written in accessible language

Communicating Value Proposition to Others

TEMPLATE

For _____ (group with the problem) who _____
(statement of need or opportunity), our _____ (research project
description) is/will _____ (category) that/will _____
(statement of benefit).

EXAMPLE

For elite athletes who struggle with jetlag, our internationally
recognized team will research the bioavailability of melatonin
supplements and will provide travel recovery solutions that will help travel
weary athletes to win more international competitions.

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Practice Run!

For _____ (group with the
problem) who _____ (statement of
need/opportunity), our _____ (research
project description) is/will _____ (category)
that/will _____ (statement of benefit).



WHO is your audience?



WHY do they care?



WHAT information will you share?



HOW will you share this information?



FOR WHAT effect? What is your desired impact?

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So, what are *The Secret Ingredients*
to communicating your impact?

- **Empathy!**
- **Clarity!**
- **Simplicity!**



Appendix: About the Research Innovation Office

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Contact us to amplify your impact.

- Develop a commercialization or knowledge mobilization strategy.
- Safeguard your intellectual property.
- Access mentorship and entrepreneurship training.

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Let us help you expand your reach.

- Develop connections with industry, government and external organizations.
- Get advice on funding opportunities and partnership agreements.
- Expand the influence of your research.

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Realize the full impact of your work.

- Access customized patent and licensing support.
- Start and scale a business based on your research.
- Secure funding to create market-ready products.

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Our Evolving History of Support



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Industry Liaison



Our Industry Liaison team make connections between University of Guelph faculty members and private sector companies for the benefit of both parties.

They can help you:

- Form strategic partnerships with industry
- Navigate non-disclosure agreements, intellectual property ownership discussions and more
- Identify funding opportunities to defray research costs
- Review grants and grant applications

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A Guide to Research Partnerships *with the University of Guelph*

A guide to help businesses understand what constitutes a research partnership and what to expect when initiating a new project.

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Technology Transfer



Our Technology Transfer specialists help faculty, staff and students to protect, manage and benefit from their intellectual property.

They can advise you on:

- Invention disclosure
- Patents
- Market plans to support licensing
- Negotiation support
- License agreements

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Knowledge Mobilization



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Our Knowledge Mobilization staff offer a suite of services that help U of G researchers build connections and exchange knowledge.

They can assist you with:

- Developing knowledge transfer plans for research grants and proposals
- Facilitating the exchange of knowledge with decision makers in government, industry and other organizations
- Translates technical terms and complex science into clear language products to increase the impact and uptake

New Venture Creation



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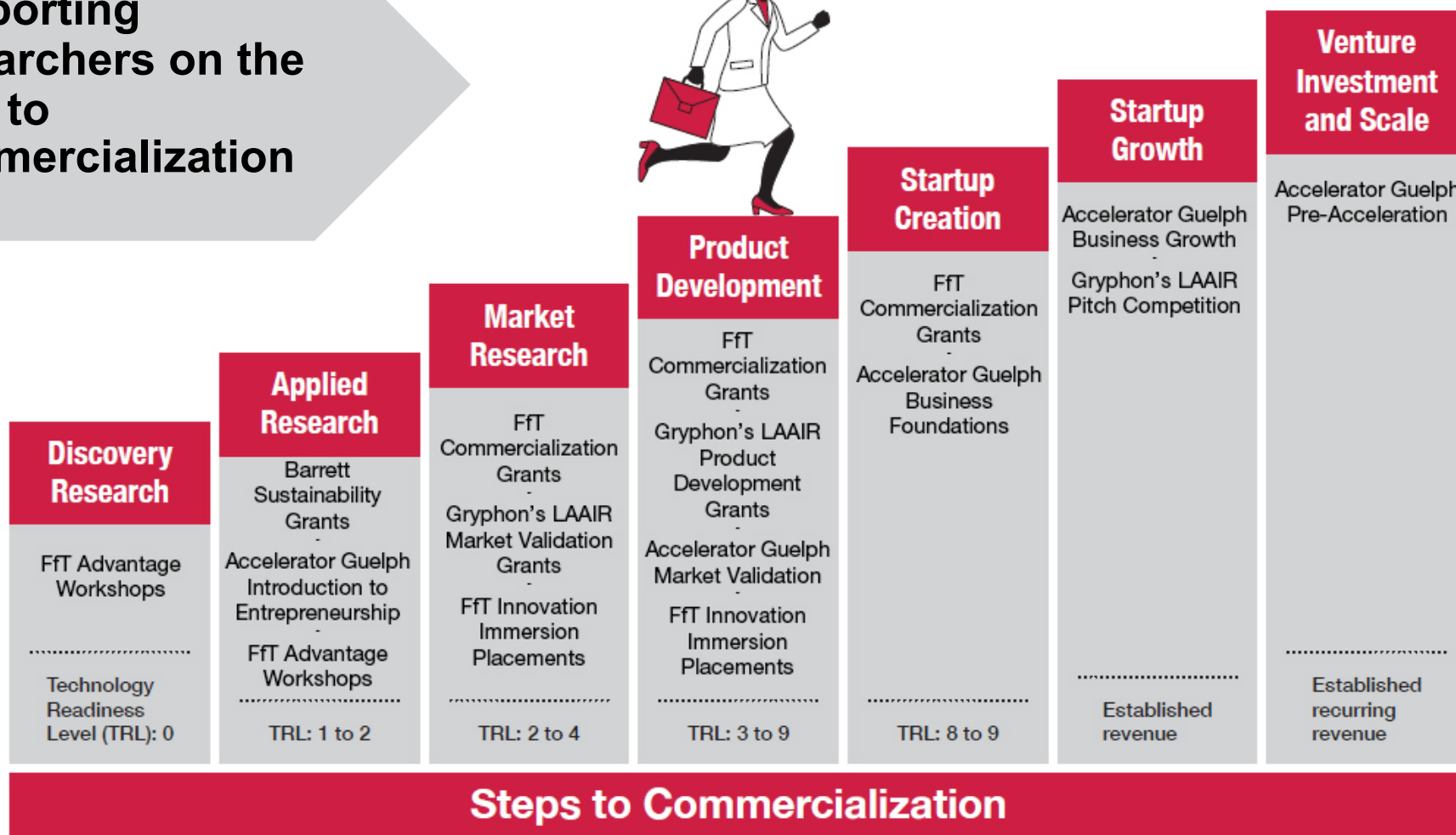
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Our New Venture Creation unit can help bring product or service ideas developed by researchers to market.

They offer:

- Support to research teams at every step of commercialization
- Startup and entrepreneurship advice, consultation and mentorship
- Research Innovation Grants to de-risk and prototype technology
- The Accelerator Guelph program: an entrepreneurship and incubation program based on the award-winning Waterloo Accelerator Centre program

Supporting researchers on the path to commercialization



Entrepreneurship Opportunities



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graph LR; A[Introduction to Entrepreneurship] --> B[Market Validation]; B --> C[Business Foundations]; C --> D[Business Growth]; D --> E[Pre-Acceleration]
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**Introduction to
Entrepreneurship**

**Market
Validation**

**Business
Foundations**

Business Growth

Pre-Acceleration



Contact Us
Anytime!

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Research Innovation Office
519-842-4120 Ext. 53512
dmccaul@uoguelph.ca

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 @CreatedAtGuelph

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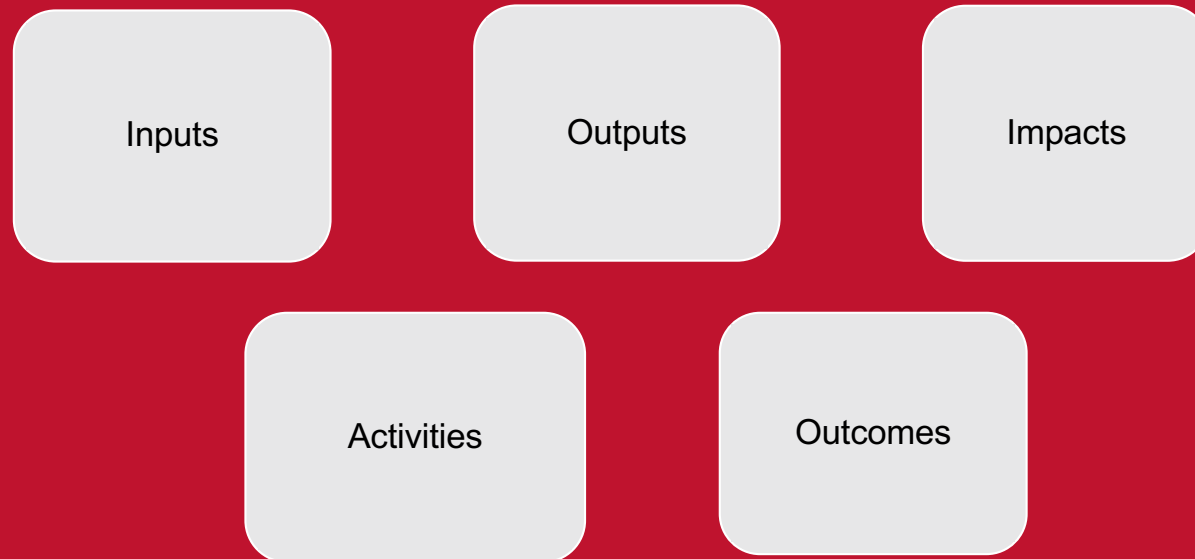


Appendix: Knowledge Mobilization

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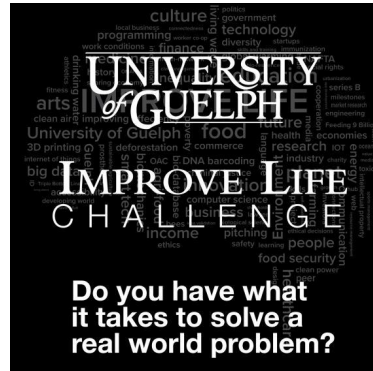
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FOR WHAT effect?



At
Guelph:

COMMUNITY
ENGAGED
SCHOLARSHIP
INSTITUTE



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HQP Programs:

- OMAFRA
- Ontario Agri-Food Innovation Alliance
- Food from Thought
- Arrell Food Institute

Mitacs
Accelerate



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Advantage Workshops

Invest a few hours and amplify the impact
of your research!



Innovation Toolkit

By developing dynamic problem-solving skills and learning how to embrace risk, your teams will turn ideas into valuable and well-considered solutions faster! This workshop includes exercises that enhance group communication to reap the full value of every team member's contribution.



Creating Persuasive Value Propositions

Featuring exercises that will enhance everyone's ability to communicate the potential impact of their work, this workshop highlights how not only to write value-focused grant applications but also to mobilize teams and external partners more successfully.



Advanced Collaboration Techniques

Whether you are a new or established researcher, this workshop will help you to optimize how you work with external partners and develop strategies for cultivating fruitful collaborations.



Knowledge Mobilization Strategy Toolkit

Creating and articulating detailed knowledge

mobilization strategies is increasingly required on grant applications to ensure that research impact happens faster and more effectively. This workshop will make it easier for you to craft KMB plans that not only satisfy funders but ultimately put your knowledge into action.



Intellectual Property Essentials

Useful for researchers at all career stages, this workshop helps you to understand the options to maximize the financial potential of your work. You will gain insights on current Canadian and international IP law, as well as U of G-specific rules and services.

These and other workshops are free to all University of Guelph researchers, post-docs and grad students. Join a scheduled workshop or let us deliver one at your group event.

Contact researchinnovation@uoguelph.ca
for more information.

Advantage Workshops

- June 25: Get Your Funding Application Short-listed
- July: Advanced Collaboration Techniques



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WHO should you involve?	
WHY do they care? What are their interests, challenges and context relevant to this project?	
WHAT information will you share? What information is essential, and what can be eliminated?	
HOW will you share this information? What timing, messenger and medium will reach your audience?	
FOR WHAT effect? What is your desired impact?	

The Path to Impact

